

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Reading Electric

Manufacturers Resource Center

Reading Electric Soars with Solar

Client Profile:

Reading Electric manufactures specialty electronic equipment and remanufactures electric motors to serve the industrial customers in Reading, Pennsylvania. Reading Electric operates in a regional market supporting the repair and refurbishing of electric motors, generators, and welders of various sizes and complexity. Additionally, the company is a distributor and installer of generators and batteries for Critical Power Systems (CPS) and Uninterruptible Power Supplies (UPS). Currently, it is a major installer of solar power equipment and panels. Reading Electric employs 50 people.

Situation:

Reading Electric wanted to train their sales force to be more disciplined in their sales approach and to do a better job of identifying possible sales leads, opportunities, and results. The company contacted the Manufacturers Resource Center (MRC), a NIST MEP network affiliate, for help.

Solution:

MRC conducted a market opportunity assessment of the company and then facilitated the training of Reading Electric's sales force to improve sales methods and help identify ways to improve the company's products and market. As a result of MRC's assistance, Reading Electric further penetrated the CPS / UPS market for generators and service contracts. They expanded to include "full service" in the electrical service contracting portion of their business and began offering "full service" pump repair to its customers. Reading Electric increased their outside sales force with an emphasis on electrical service contracting in their areas of high business concentration. In addition, they developed a Sales Lead Program for the construction industry targeted at the highest business levels for both the CPS and electrical service contracting markets. The company also optimized the key word search characteristics of the Reading Electric website and began a serious thrust into production of parts for solar applications. In addition, the company started marketing educational sessions on converting plant processes to solar while helping firms apply for available grant funds. MRC helped locate companies that were good candidates for converting their plant processes to solar, helped pre-qualify the companies, coordinated a site visit, and conducted a financial feasibility analysis.

Results:

- * Increased revenue by \$1 million per solar project.
- * Identifies new market for growth.
- * Achieved a more competitive and profitable position.

Testimonial:

"With the assistance of MRC, our new market, solar, has really taken off. It is a growth area for our company whose positive effects will be felt long-term."

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Richard Bashore, President